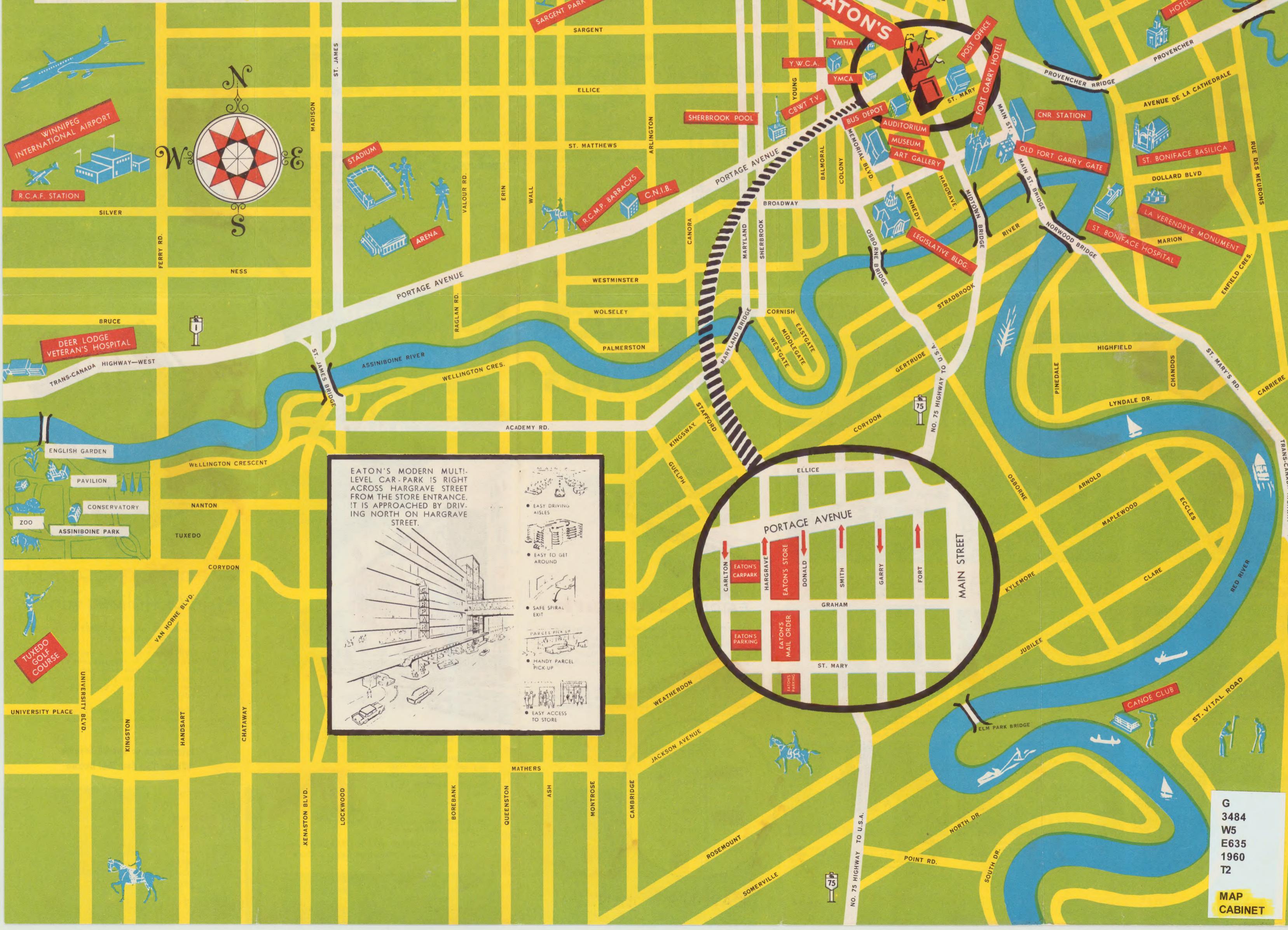
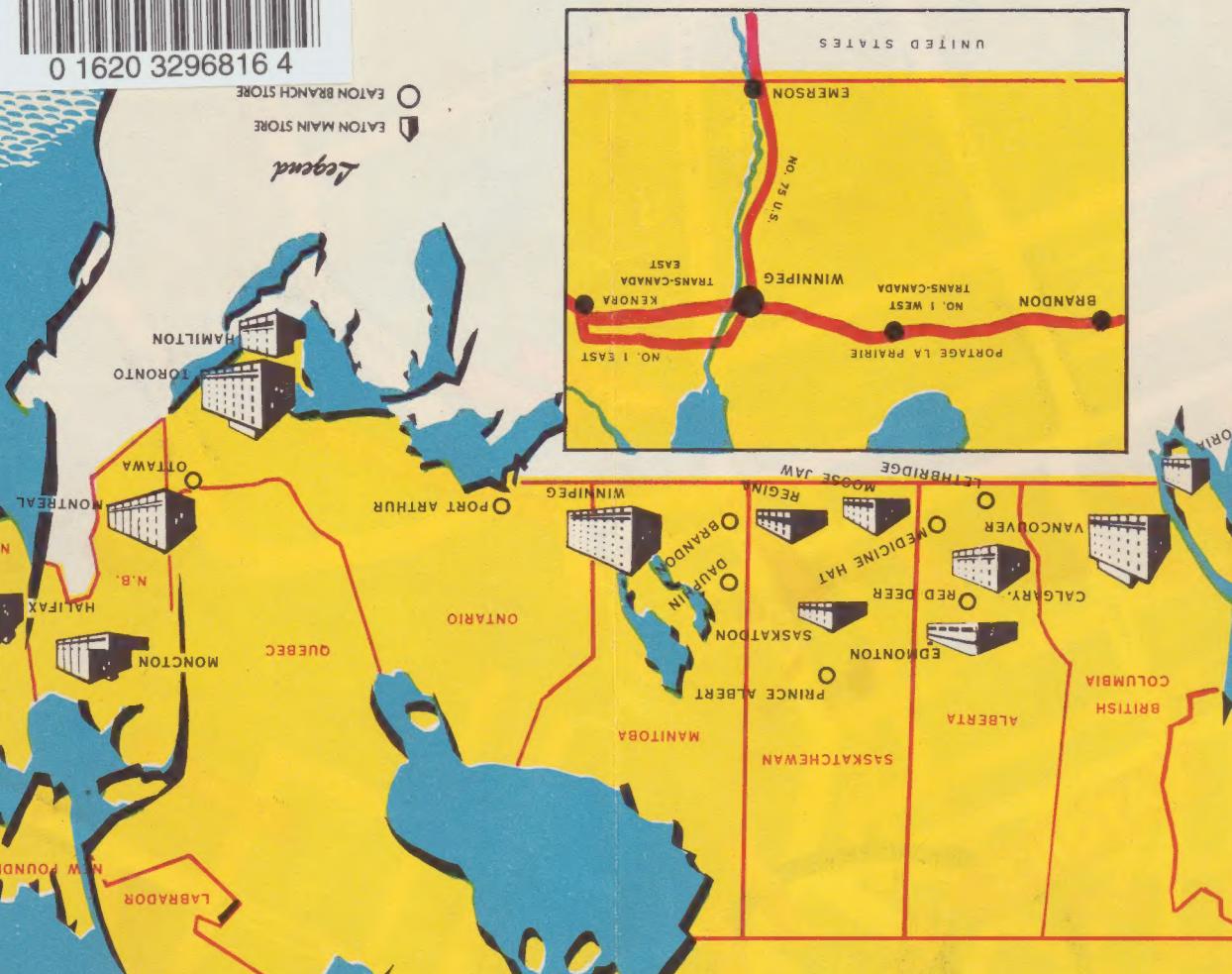


MAP OF
City of Winnipeg
AND ENVIRONS

WINNIPEG—Gateway to the West. Incorporated over 80 years ago, Greater Winnipeg now boasts a population of almost 455,000. A focal point for Canada's two great railways, it contains the largest privately owned railway yards in the world, is a meat packing centre for the West and the home of a large and ever-growing garment industry. A beautifully treed city, its handsome public buildings, wide streets and 58 parks present an impressive appearance to the visitor.





*It's EATON'S for friendly service
Out to eat in Canada*

DEPARTMENTS OF SPECIAL INTEREST TO AMERICAN VISITORS



GRILL ROOM—Fifth Floor

One of the most popular dining places in Winnipeg, the Grill Room has a quiet, dignified atmosphere, excellent cuisine and the service is prompt. Lunch time or tea time, you'll be tempted by a menu of delicious suggestions.



CASUAL SHOP FOR MEN—Main Floor

Where smart men gather! Here you'll find imported and domestic clothing, furnishings and footwear. Casual and dress wear—all in one handy shop within our Store, at Portage and Hargrave entrance.



SWEATER SHOP—Fourth Floor

Beautiful sweaters from England and Scotland . . . downy soft cashmere, lambs wool, Shetlands and batonies present a fashionable sweater picture and receive a rousing welcome in the American Woman's wardrobe.



VALLEY ROOM—Fifth Floor

Our new ultra-modern Cafeteria and adjoining Restaurant Bar make dining at Eaton's a real pleasure . . . both are air-conditioned for your comfort and the food served in these two inviting new dining places is delicious!



ENGLISH CHINA—Third Floor

The world's finest china can be found at EATON'S. You'll recognize such famous names as Aynsley, Minton, Wedgwood, Coalport, Royal Doulton, Royal Crown Derby, as well as Orrefors Swedish crystal—exclusive with EATON'S!



SILVER SHOP—Main Floor

A sparkling array of beautiful silver shines from the Silver Shop on the Main Floor. Treasured imports from Jensen of Denmark, from Sheffield, England, and from our own leading Canadian manufacturers, can be found here.



DIAMOND COUNTER—Main Floor

Here you will find our own flawless La Reine diamonds and La Reine cultured pearl jewellery . . . a precious collection of artistic settings and designs, all exclusive to Eaton's.



GIFT SHOP—Sixth Floor

Here you'll find a wonderful collection of new and unusual merchandise from all corners of the globe—beautifully displayed to make gift choosing a pleasure. Ask for the Gift Shop's exclusive "Golden Glamour" gift wrap—it's yours without charge.



FUR SALON—Fourth Floor

Magnificent furs bring a feeling of luxury . . . an air of elegance. And EATON'S furs are famous for their quality as well as their superb styling! Your fur coat from EATON'S carries the famous EATON guarantee: "Goods Satisfactory or Money Refunded".



"TRAPPER POINT" BLANKETS—Second Floor

Exclusive to EATON'S! Luxurious, English-made, all wool "Trapper Point" blankets in a wide array of lovely colours, sizes and weights. Woven for superb warmth and wearing qualities. Household Linens, Second Floor, South.



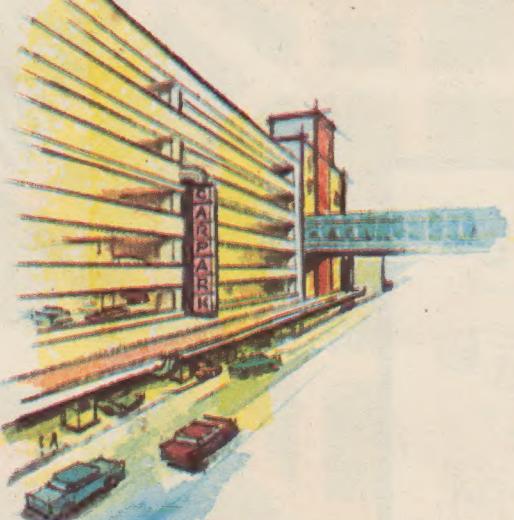
FISHING TACKLE—Third Floor

Fine quality fishing equipment for all types of fishing! See EATON'S wide choice of imported tackle from Sweden, France and Great Britain—and also a large variety of well-known Canadian-made equipment. Fishing Tackle, Third Floor.

VISIT OUR SOUVENIR SHOP — SECOND FLOOR

20M-5-60

EATON'S PARKING FACILITIES

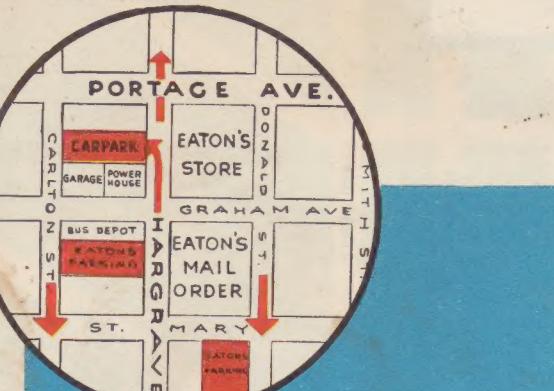


EATON'S Carpark

This modern Carpark is located directly across Hargrave Street from the Store—you can stop in comfort from the Carpark to the Store via the sheltered Overpass or the Underpass to the Basement Store. Have your parcels delivered to the Carpark Parcel Pick-up.

OTHER PARKING FACILITIES . . .

You'll find an Eaton Parking Lot behind the Bus Depot with entrance on Hargrave Street and a lot on St. Mary, south of the Mail Order Building with entrance on Donald Street.



EATON'S OF CANADA

Welcome to WINNIPEG FROM EATON'S OF CANADA



welcome visitors

Enjoy your visit in Winnipeg and enjoy your shopping at Eaton's, in the heart of downtown Winnipeg.

This map is presented with the compliments of

CANADA'S LARGEST RETAIL ORGANIZATION
Stores and Order Offices from Coast to Coast

**T. EATON CO.
CANADA LIMITED**
WINNIPEG
CANADA



Information or Special Service
Where You See This Button



Around the Store you'll find certain personnel wearing this distinctive button. They are your "Special Hosts" at EATON'S and are qualified to give you any information or assistance necessary. We are all here to help make your "shopping stay" at EATON'S a happy one. If you need any extra assistance, simply contact anyone wearing an "Eaton's of Canada" badge.

